KATIVIK

PRESS RELEASE

The Nunavik Parks get a new logo

Kuujjuaq, Québec – May 25, 2007 – The Kativik Regional Government executive committee approved the new Nunavik Parks Logo in a meeting held on May 1st 2007.

The logo comes at a significantly important time in relation to the parks network since the official opening of the *Pingualuit National Park* will take place in November. It was designed by Thomassie Mangiok, President and graphics designer of Pirnoma Technologies.

The logo illustrates an abstract, young and dynamic vision for Nunavik Parks. It could be interpreted in a number of ways, but its significance in relations to parks in Nunavik ensures a long lasting image representing a variety of elements.

The round shape is reminiscent of an Inuit soapstone sculpture and the point which suggests the head of a bird is facing right, towards the future. The left side of the crescent is lower and sharper whereas the right side is higher and rounder therefore suggesting takeoff towards the future for the Nunavik parks. At the center, the circle suggests the round shape of the Pingualuit crater which is the geographical center of the proposed parks network and at the same time, it's most unique element. The same circle also represents the sun and the moon, which are very present in the Nunavik sky. The blue color of the writing for Nunavik was chosen because water is everywhere in the parks and in Nunavik whereas the color black was chosen for the logo itself because it is also reminiscent of Inuit soapstone sculptures.

Thomassie currently lives in the northern village of Ivujivik. He graduated in graphic art design from Cégep Marie-Victorin in 2006. After graduating, he and 2 Inuit partners started a graphic design and computer support company called Pirnoma Technologies.

The Kativik Regional Government (KRG) is a non-ethnic public organization created in 1978, under the James Bay and Northern Quebec Agreement, whose jurisdiction covers nearly the entire territory of Quebec north of the 55th parallel. The KRG administers the affairs of Nunavik in the areas of municipal affairs, transportation, environment, police, employment, manpower training, income security, childcare services, renewable resources, land-use management, civil security and economic development.

For More Information:
Julie Grenier - Communications Coordinator
Kativik Regional Government
1-819-964-2961 ext. 2317
jgrenier@krg.ca